

The Evening Herald.

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THE EVENING HERALD, INC.
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THE Evening Herald company has purchased the plant and business of the Lithgow Manufacturing Stationers company, now occupying the rooms next door to the Herald offices, and will continue its operation, in connection with the newspaper, being a general commercial printing business.

The owners of the Herald have been moved to make this considerable additional investment in Albuquerque by the conviction, formed since our purchase of the newspaper early in the present year, that Albuquerque is a good place to live in and likewise a good place to grow in. This conviction has become steadily stronger as we have become better acquainted with this community and with increased opportunity to judge its probability. Briefly, we are convinced that Albuquerque is going to grow and we are here to grow with it.

Commercial printing in all its forms is a business with which we are intimately acquainted through years of practical experience. It is our purpose to make the Herald's job printing department second to none in the state and to produce work which will give satisfaction in every case. Mr. A. A. Allen, a member of the Herald company, who will have charge of the commercial printing plant, is a practical printer of wide experience. He not only knows good printing, but knows how to produce it, whether it be a letter-head or a book. Mr. H. S. Lithgow will remain with the Herald in the bookbinding department.

We respectfully solicit your patronage for our commercial printing department. We shall produce satisfactory work for which we seek a fair price and a reasonable profit. The plant will be thoroughly equipped for every class of commercial printing. It is already equal to every present demand of the Albuquerque trade, and it will be kept right up to the needs of our patrons. We do not expect to enter into a price cutting carnival with our competitors. We do propose to produce work with character and an excellence which will commend itself to our patrons as worth the price we charge.

The owners of the Herald take this occasion to thank the people of Albuquerque for their support and patronage which have been given the newspaper. We are rapidly finding our place in the New Mexico newspaper field, and we find it and its outlook satisfactory. We request a trial of our kind of printing, and in inviting patronage we are just as anxious for an order for 500 letter heads and will give to the small order the same careful attention and the same workmanship that will be given to work involving larger sums of money. Your business will be appreciated and will be executed promptly and well.

A NATION WAKING UP.

ATLANTIC CITY, Florida, has been entertaining the American Public Health Association in annual convention this week, and all in the historic southeastern city seems to have been having rather a grueling time of it. Typhoid fever, dengue, dengue fever, Bright's disease, borax and insanity, cancer, weak eyes and the drug habit, to say nothing of numerous stains and illnesses, all seem to be spreading with alarming rapidity. From the headlines of the metropolis one gathers that there is menace on every hand and in every lung-full of air we breathe. Indeed, one optimistic surgeon ventured to suggest as the surest and easiest way to check the spread of contagious disease that all persons living infected be required to wear a mask of antiseptic gauze upon the same principle that moves us to place a mosquito net over showing symptoms of rabies. This surgeon concluded that about 99 per cent of our hundred million people in continental United States would be so infected, becoming a constitutional amendment requiring it were passed. He thought no scheme excellent, nor inexpensive.

Presently there is a rather similar person who attend congresses and conventions and various other forums of existence for the betterment of the human race to take themselves and their various causes overboard.

If we permitted our minds to dwell

persuasively upon the dangers which sneakers at this health congress surround us probably on parity of no would develop cancer of the mind over night. Fortunately the average American refuses to take himself, his physician or his medical advisor with such seriousness, at least for any length of time. If he is possessed by his cracked-teeth, or his toothache again, he neglects it in the course of his business and manages to live to the average age. In fact we might take the health authorities a little more seriously without however result. It is sufficient when things reform in public health as in public movement or public morale. Nothing but agitation will get large results. So in spite of the rights & would give as should we return to the public health association is doing a tremendous thing for the nation. It is working up to a complete reorganization of the fact that we suffer with a lot of wholly unnecessary afflictions of body and mind and that we may drive these afflictions away by the simple exercise of common sense.

The adoption of health measures wakes this nation or has brought it to the point where it is awakening to the needs of the second, third, fourth, fifth, and New Mexico, because of the large number of tubercular nurses who come more known more of common sense precautions and common sense treatment than is known elsewhere in this country outside of the tuberculosis and dentists. Yet even here we have

elements of room for improvement of need for education and we can improve very heartily at the moment when in taking tuberculosis under control into our homes by affiliation and into our schools in the tuberculosis and our schools and in other ways.

The rest of the nation has settled in the knowledge of the white plume, its meaning and the common sense precaution which eventually will drive it out are wanting.

In the Illinois death rate where the tuberculosis death rate is almost as high as in New York recommends

society is organizing to fight the

lives of thousands and thousands who face a daily menace. In Michigan one of the states most free of tuberculosis, ten thousand six hundred and forty-one persons have died of tuberculosis in the past four years. This striking summary has been compiled by a health shark, and as a result Michigan is building two more state hospitals for tuberculars, one to add to its large state institution at separate one for tuberculars who are also victims of the drug and liquor habits. In the south central states an active propaganda for outdoor living is under way. The nation is waking up not only to the terrible scourge of tuberculosis but to the shocking realization that we have been dying by hundreds of thousands for years and years of a plague which may be stamped out in sanitation, fresh air and clean living and the exercise of common care and common sense. This is the work of the "health shark." The reason Albuquerque's present health advertising campaign is proving so successful is because of the awakening brought about by the health agitator individually and in local, state and national congresses. A specific cure for tuberculosis may be found within the coming year. It may not be found in ten years or half a century. But within the latter period common sense precautions will have stamped it out. For the national awakening we can thank the "shark" giving his views and ringing his alarms, as they have been rang this week in the Florida convention.

American Toys Made from Woods of American Forests

Because of the European war there has been considerable comment to the effect that there will be a dearth of Christmas toys this year, since the toy sources of France and Germany will not be available to American children. French dolls have been the standard during at least two generations, and Nuremberg, Germany, is famed throughout the world as a toy

factory. It must not be supposed, however, that little girls will have to go without dolls this year. Several manufacturers in the United States are turning out dolls by the thousands and they are of the very best types. One large factory in Philadelphia, making under special processes, a type of non-breakable doll from basswood. This is a light and easily worked material and is not likely to split or break. Those who have made a study of toy manufacturing, in connection with the study of the wood uses industries of the state of Pennsylvania, predict that dolls of the type made by this and other similar factories can soon find places for America in this branch of manufacture. Thus the new trade slogan, "Made in the U. S. A.", which is going to be more extensively used in the European war season, will have a direct bearing in shifting the center of doll manufacture from Europe to America.

Long List of Wooden Toys.

The following toys are now made in this country from American woods: Top spinners, blocks, nests, crosses and bows, children's chairs, cradle seats, dolls, door furniture, names, Christmas tree holders, swing bouncers, children's plates, paper side, babies' play cards, toy shooting galleries, hobby horses, joggings, toy wagons, toy ships and wheelbarrows. Basswood is the principal material. Wooden boxes and toy wooden parts of metal toys. The basswood doll in particular is unique and interesting. All parts of it are made of wood and are artistically carved and painted in color. It is difficult to tell if it is made of wood when it is finished. The various parts of the body are joined with steel bands which not only give great flexibility and freedom of motion, but also unite with the wood make the doll distinctly individual.

Now the basswood, maple, beech, birch and white pine are the principal woods used for toys, although elm, oak, chestnut and yellow pine, as well as others enter into manufacture. Basswood, which stands first among the woods in the manufacture, alone uses the equivalent of nearly 50 million board feet of timber for toys, with a total value of \$125,000,000 a year. The total stand of wood used annually in the manufacture of wooden toys is 100,000,000 board feet.

Two Scenes from the Great Western Theatre of War

Washington, D. C., Dec. 5.—The region of Verdun, in the department of the Meuse, and that around Sedan, in the department of Ardennes, form the subject of an interesting statement given to the press by the National Geographic society today. The statement is as follows:

"The department of the Meuse is the northwestern France, is one of the most strongly fortified regions in the world. The greatest length of this department from north to south is approximately 80 miles, and its greatest width is approximately 40 miles.

"In fact Ardennes houses of two panhandle instead of one. The main road runs northward into Belgium for a distance of about 12 miles, and has an average width of about seven miles. The other thrusts itself eastward between the Belgian border and the department of the Meuse for some 12 miles, and had a width of some eight or nine miles.

"The department slopes generally toward the Aisne, which flows through its southeastern corner from its northwest corner, meeting the Meuse at Sedan, forming the Ardennes.

"The Meuse river flows through the department from its northeast corner to its northwest corner, crossing the latter only about two miles from the historic battlefield of Sedan, Verdun, St. Mihiel and Bapaume belong to eastern banks and the great plateau of Ton, form an outpost of the valley. About one-half of the total area of the department is emar-

"The department of the Meuse, which is enclosed on the west by the forest of Ardenne and on the east by the hills known as the Cote de Meuse, still farther to the east lies the forest of the Woëvre district. One-fourth of the entire department is covered with forests and they were prior to the present war those finely kept parks of France that receive wounded parades in our country.

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